

NFSB Award Vendor Compliance Program

Join CXDNA Ultimate EcosystemSM Team



The NorthFace ScoreBoard (NFSB) Award Vendor Compliance Program includes Enterprise Feedback Management (EFM) vendors – Customer Relationship Management Vendors (CRM) – CX Consultant’s – CX Educational Training Vendors – CX Market Research vendors, provides the opportunity to bundle the NFSB Awards with their products/services. Those organizations must certify as a significant contributor to the CXDNA Playbook Strategy (12 components) to qualify for the program. The CXDNA Playbook Strategy focuses on maximizing the value of clients products/services to deliver significant cost reductions while increasing productivity – revenue – profits that overtime results in earning the most valuable client ranking of “Trusted Advisor”. Partners receive NFSB Award Co-brand license that includes their logo and certified “CXDNA Ultimate Ecosystem Practioner on the physical NFSB Award” for their customers who meet the criteria for the NFSB Award. The NFSB Vendor’s specific award criteria, included with the standard NFSB Audit Award criteria, will increase usage of their services and/or products. The NFSB Award Compliance Program provides the industry leading recognized CX/EX pioneer award status along with multi-year recurring revenue, categories and divisions.

Become NFSB Award Vendor Compliant in EFM – Service Automation – Marketing/Sales Technologies

The NorthFace ScoreBoard (NFSB) Award Vendor Compliance program provides vendors of EFM technology - Service automation technology - Marketing/Sales Technology to gain accreditation with the NFSB Award Standards through a review/audit process. To achieve the designation as an NFSB Award Complaint Solution, vendors must successfully complete a comparison of their solution which includes, identifying features/functions/processes/case studies/etc. that drives the NFSB award customer/employee satisfaction experience criteria. They also must provide annual customer satisfaction survey data of their service/product performance, employee work environment satisfaction data and achieve a minimal rating of 4.0/5.0 scale or an equivalent scale. As a result of both of the above, their customers can be confident that implementing their solutions will help them adhere to best practices and helping them meet CSAT/ESAT industry standards. While the NFSB Award standards have been used around the world for the past 20+ years, the vendor solution compliance program is the newest addition to NFSB award standards portfolio. This new component will further assist businesses in identifying best in class vendor solutions that enable them to deliver World Class service/support to their clients using the highest quality technology.

1 NFSB Award Co-Brand with CXDNA Ultimate Ecosystem CertifiedSM

Bundling NFSB Award with your services/products will result in higher usage of your products/services. The NFSB award criteria requires CSAT rating 4.0 minimum for either product-service satisfaction /ESAT rating 4.0 minimum for employee satisfaction with your companies work environment. Those organizations who meet all three (3) NFSB categories, have achieved the CXDNA Ultimate EcosystemSM.

2 NFSB Award Criteria – Multi-year Recurring Revenue Stream - Recommendations

Partners conduct annual calendar year audits to confirm NFSB Award criteria has been achieved by their clients. Also, audits are multiyear (3-5-7 year) commitments AND may include multi-client divisions. Partners annual review includes identifying recommendations AND identifying the value of their products/services to improving CX/EX.

3 NorthFace ScoreBoard Award – CSAT/ESAT Pioneer Metrics SB Index

Participate in industry CSAT pioneer awards (2000) for recognizing exceptional customer/employee experiences as the most critical components of a company’s DNA. Also, join industry pioneer in establishing survey metrics standards that include measuring both customer satisfaction and loyalty using both percentage and ScoreBoard Index (SB Index) weighted average rating system. The SB Index rating system provides clear customer/employee intelligence data utilizing key metrics ratings (1-5/0-10 scale) to prioritize corrective action planning. The SB Index rating system became the standard in determining recipients for the NFSB AwardsSM requiring a minimum criteria of 4.0 or equivalent rating system for satisfaction and/or loyalty.



Exceeding Customer Expectations
- One Experience at a TimeSM

CRMI is your Customer Experience Management (CEM) partner. Empower your organization with the knowledge - training - technology for delivering the ultimate customer experience. Build loyalty, drive revenue and maximize your customer’s satisfaction with a proven CXDNA Playbook Strategy.

Ph: 978-710-3278 | Email: drivera@cmirewards.com | Website: www.cmirewards.com